CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571)273-8300.

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application of Richard König.

Conf. No.:

9504

Group Art Unit:

3622

Appln. No.:

10/790,487

Examiner:

Arthur D. Duran

Filing Date:

01 March 2004

Attorney Docket No.: HMM-001-US2 (HMM-101)

Title: Advertisement Substitution

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed.

An English language abstract of European Patent Application Publication No. EP1313313 is enclosed herewith.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

 \boxtimes (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

Application No. 10/790,487 (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and Certification is made below, or The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached. (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included. No fee is believed to be due in connection with the filing of this Information Disclosure Statement since it is being filed before the first Office Action on the merits of the above-identified application. However, the Commissioner is hereby authorized to charge any deficiencies or credit any overpayments to Deposit Account No. 503061. It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent. Respectfully submitted, 7/26/06 Date:

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Form PTC	D/SB/08A	AUG) 1 2006		Complete if Known	·
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INFORM	MATION	DISCLO	SURE	Filing Date	01 March 2004	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT		First Named Inventor	König, Richard			
				Group Art Unit	3622	
(use as many sheets as necessary)			cessary)	Examiner Name	Duran Arthur, D	
Sheet	1	of	1	Attorney Docket Number	HMM-001-US2 (HMM-101)	

U.S. PATENT DOCUMENTS					
Exr Initials	U.S. Patent Document Number	Kind Code (if	Name of First Inventor of Cited Document	Date of Publication of Cited Document	
		known)		MM-YYYY	
/AD/	US5748263		Ball	05-1998	
/AD/	US6100941		Dimitrova	08-2000	
		+			

			FOREIGN PATE	NT DOCUMENTS	 -	
	F	oreign Patent Docum	ent	Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
Exr Initials	Country Code	Number	Kind Code (if known)			
/AD/	EP	1313313		Grundig	05-2003	Α
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	OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS	
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁

Examiner /Arthur Duran/ Signature	Date Considered	10/31/2007
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